

We claim:

1. A tinting composition comprising:

- a) at least one colorant composition; and
- b) from 0.05 to 15 % dry weight of at least one additive selected from the group consisting of associative thickener and macromolecular compound having a hydrophobic cavity, based on the weight of said at least one colorant composition.

2. The tinting composition according to claim 1 comprising from 0.05 to 15 % dry weight of said one macromolecular compound having a hydrophobic cavity.

3. The tinting composition according to claim 1 comprising from 0.05 to 15 % dry weight of said associative thickener.

4. The tinting composition according to claim 1, wherein the ratio of said macromolecular compound having a hydrophobic cavity to said associative thickener is in the range of 4:1 to 1:4, based on dry weights.

5. The tinting composition according to claim 1, 2, 3, or 4 wherein said associative thickener is selected from the group consisting of nonionic hydrophobically modified ethylene oxide urethane block copolymer, hydrophobically modified alkali soluble polymer, hydrophobically-modified cellulosic, hydrophobically-modified polyacrylamide, and mixtures thereof.

6. A method of improving the viscosity stability of a coating composition upon the addition of a colorant component, comprising the steps of:

- a) providing a base paint; and
- b) adding to said base paint, a tinting composition comprising:
  - i) at least one colorant composition; and
  - ii) from 0.05 to 15 % dry weight of at least one additive selected from the group consisting of associative thickener and macromolecular compound having a hydrophobic cavity, based on

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the weight of said at least one colorant composition.

7. The method of claim 6 wherein said tinting composition comprising from 0.05 to 15 % dry weight of said macromolecular compound having a hydrophobic cavity.

8. The method of claim 6 wherein said tinting composition comprising from 0.05 to 15 % dry weight of said associative thickener.

9. The method of claim 6 wherein said tinting composition has a ratio of said macromolecular compound having a hydrophobic cavity to said associative thickener is in the range of 4:1 to 1:4, based on dry weights.

10. The method according to claim 6, 7, 8, or 9 wherein said base paint comprises at least one associative thickener selected from the group consisting of nonionic hydrophobically modified ethylene oxide urethane block copolymer, hydrophobically modified alkali soluble polymer, hydrophobically-modified cellulosic, hydrophobically-modified polyacrylamide, and mixtures thereof.

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